

Contact

ruston.banal@benilde.edu.ph

www.linkedin.com/in/rustonbanal
(LinkedIn)

Top Skills

Image Analysis

Project Management

Curating

Certifications

edX Verified Certificate for
Living Heritage and Sustainable
Development

Master of Arts in Designing
Education

Honors-Awards

3-Time Ani ng Dangal Awardee
With Distinction in Designing
Education

Publications

\$10,000 prize awaits Filipino
photographers in New York contest

Kapampangan photographer leads
PH launching of IPA

Oxford Gets Pulled Into Philippine
Row Over Marcos Jr.'s Degree

Photography's Many Realities: In
defense of Steve McCurry

Are the Kapampangans Really the
Inventors of Kare-Kare?

Ruston Jr. Banal

Multimedia Producer, Writer, and Image Forensic Expert
Central Luzon, Philippines

Summary

Ruston Banal is an interdisciplinary artist and visual ethnographer whose creative output combines photography, filmmaking, and traditional art production. His most recent contribution was a study on image forensics and analysis, which serves as a forerunner to a program that may be incorporated into a visual literacy course as a ladder curriculum for higher education.

His portfolio includes the award-winning film "Dukit" (woodcarving), for which he was the concept artist, several indie films for which he served as cinematographer, as well as social media manager and creator of international photography competitions. His most recent endeavor is the creation of the UP Photo Awards, a contest about UP's challenges throughout the pandemic.

Ruston Banal has created locally published coffee-table books that are biographies, the most recent of which is a coffee-table book about the gastronomy of his home province.

He received his bachelor's degree in Art History from the UP College of Fine Arts and completed a dual degree program at Miriam College and Goldsmiths, University of London, UK under the program Master of Arts in Designing Education.

Ruston Banal is a 3-time Ani ng Dangal Awardee of the National Commission for the Culture and the Arts. Ani ng Dangal or "Harvest of Honors" is an organizational award given by the National Commission for Culture and the Arts, an agency under the Office of the President of the Republic of the Philippines. It is an annual event in the Philippines celebrated as a highlight and concluding rite of the Philippine Arts Festival.

Experience

Iconopixel Multimedia Production

Company Owner

September 2021 - Present (2 years 11 months)

Pampanga, Central Luzon, Philippines

This is a company I co-founded with Guia Hasegawa Tolentino, which is a start-up company that offers multimedia services including graphic design, video production, photography, and copywriting.

For only a couple of years, the company has handled some government and privately funded projects that involve an interdisciplinary approach, which includes research, photodocumentaries, film documentaries, design, and writing.

GMA Network, Inc.

Multimedia Producer & Feature Writer

December 2013 - July 2024 (10 years 8 months)

Quezon City Philippines

I produced feature articles for the online news agency, where my areas of expertise include culinary history, human interest, lifestyle, heritage, and culture.

The agency, which encompasses photography and video production, commissioned me to compose fewer than one hundred stories.

Far Eastern University

University Lecturer

June 2012 - March 2020 (7 years 10 months)

Manila, National Capital Region, Philippines

I was an invited lecturer at FEU's Institute of Arts and Sciences, where I taught photography, cinema, and visual communication. During my tenure, I experimented with a newly-approved CHED curriculum course in multimedia storytelling and content creation by introducing a photography subject in the Communications Department. This subject focused on the relationship between smartphones and social media, and how they influence our perception of the world.

Using only a smartphone as a tool, the pioneering subject introduced activities that would explore the portable device in creating visual narratives that were expected to yield a different form of storytelling through the social media platform as the destination of visual self-expression. It was these activities that

inspired me to craft my graduate studies paper about visual storytelling, which I submitted to the PG Certificate in Designing Education.

Farmani Group
Online Support Specialist
January 2015 - 2019 (4 years)
Greater Los Angeles Area

For more than 5 years, I worked as a CSR and provided back-end support for the organization's more than 20 design and art competition websites, which included providing assistance to the entrants and a guide to successfully completing their submissions to the platform.

I also oversaw over 1000 daily photo submissions, ensuring that each entry fell into the correct category as specified in each entrant's account. This task also includes drafting an invitation for the winners and sending a letter of request for winners applying for VISAs to attend award ceremonies, which usually happen in the US and in France.

During my time with organizations, I participated in the FGD process, which involved creating user-friendly back-end interfaces for competition websites. One of the major websites I co-created was for the Asian branch of the International Photography Awards, known as IP Philippines, which I co-managed alongside its founder and CEO, Hossein Farmani. We did competitions for IPA for three consecutive years.

In the Philippines, I managed several exhibitions, both in public spaces and universities, to promote photography using the winning images from the International Photography Awards. This included international collaborations, which led to partnerships in terms of mentoring students with the Camera Club of the Philippines and the AB Photo Department of De La Salle College of St. Benilde.

Lucie Foundation
Phillippine Representative
January 2015 - 2018 (3 years)
Greater New York City Area

While working with Farmani Group, the founder, Hossein Farmani, and I decided to create the Philippine edition of the prestigious competition in the Philippines to cater to the brand and style of photography that dominate the country's visual culture. It was an experimental move to recognize the

significance of Filipinos' unique visual storytelling style, which contrasts with the Western approach and tendencies.

Over the course of three years, we successfully garnered a following from the community, with the support of Filipino photographers. We invite the local winners to participate as finalists in the major awards at the Lucie Awards in New York, a first in the history of the Lucie Awards. Despite the absence of Filipino finalists who emerged as top winners in the Lucie Awards, the entries effectively showcased the prevalent issues in the Philippines, such as extrajudicial killings and climate change, to a global audience.

"The International Photography Awards conducts an annual competition for professional, non-professional, and student photographers on a global scale, creating one of the most ambitious and comprehensive competitions in the photography world today. "

University of Santo Tomas
University Lecturer
June 2013 - May 2015 (2 years)
Philippines

I served as a faculty member in the Advertising Department. I taught advertising and photography courses.

De La Salle-College of Saint Benilde
University Lecturer
June 2010 - March 2012 (1 year 10 months)
Manila, National Capital Region, Philippines

As a part-time faculty member at this university, I instructed students in drawing, digital composition using Photoshop and Illustrator, and art history.

Education

Goldsmiths, University of London
Master of Arts in Designing Education , Education · (2019)

Miriam College
PG Certificate, Special Education and Teaching · (2019 - 2020)

University of the Philippines

Bachelor of Fine Arts (B.F.A.), Art History, Criticism and Conservation,
Photography and Anthropology · (2001 - 2005)